



PTO/SB/08B (08-03)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)		Complete if Known	
		Application Number	10/689,407
		Filing Date	Oct 20, 2003
		First Named Inventor	JOHNSON, Sam
		Art Unit	
		Examiner Name	
Sheet 1	of 2	Attorney Docket Number	01003.1010

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No.¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²
SP	A1	JON LAFAYETTE, Adds on VOD Seen as Counter to Skipping, tvweek.com, www.tvweek.com/article.cms?articleID=26175, Oct. 4, 2004	
	A2	TOM GILBERT, A VOD model that can work for everyone, Electronic Media, Editorial	
SP	A3	JAMES R. HAGARTY, Judge's Ruling on Pop-Up Ads Is a Blow to Web-Site Operators, Wall Street Journal, Monday September 8th, 2003, Page A3 and A5	
	A4	BOB KEEFE, TV Execs plot ways to 'keep eyeballs' Atlanta Journal Constitution.	
	A5	ALAN I. LIGHT, CNN's new format is 'jumbled mess', USA Today	
	A6	JIM LOVEL, Advertisers focus on sp..., Atlanta Business Chronicle,	
	A7	VANESA O'CONNELL, Ad Slump May Be Worse Than Thought,	
SP	A8	MICHAEL MCCARTHY, Ads are here, there, everywhere, USA Today, June 19, 2001	
SP	A9	TERRY LEFTON, Playing the Ad Market, The Industry Standard, July 30, 2001	
	A10	MATTHEW T. FELLING, Updated Headline News Sets channel on fluff cycle,	

Examiner Signature		Date Considered	9/29/07
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STATEMENT BY APPLICANT**

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Application Number 10/689,407

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First Named Inventor JOHNSON, Sam

Art Unit

Examiner Name

Attorney Docket Number 01003.1010

Sheet 2 of 2

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SP	A11	DAISY WHITNEY, A 'TiVo-Proof' Ad Model, Vision Week, May 7, 2004	
	A12	LOUIS CHUNOVIC, Satellite TV hits Stores	
SP	A13	CURTIS RIST, Should you ad go here?, http://money.cnn.com/2004/03/04/technology/business2_adds/	
SP	A14	JACK MYERS, Outdoor Sets Sites on Doubling Share-of-Market with Research & Tech Upgrades, Jack Myers Report, March 3, 2004	

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